



PRESS RELEASE - FOR IMMEDIATE RELEASE

RED ROOF® Surpasses 60,000 Rooms, Celebrates Strong 2021 Growth
2021 results outperform 2019 in key areas including RevPAR, ADR and Total Room Revenue

Columbus, OH, January 12, 2022 - Red Roof®, the leader in upscale economy lodging, with continued increased demand, now has surpassed 60,000 guestrooms across the United States. Red Roof's strong growth in 2021 outperformed 2019 results, which was the best performance in the company's 49-year history. The 2021 numbers reflect a record year for the company, in the face of one of the most difficult years the industry has endured.

The results span key industry metrics that include:

- Increased ADR
 - Room revenue across all brands increased 15% over 2019
 - Leading the way were Hometowne Studios by Red Roof +22.6% and Red Roof Inns +19% over 2019, both bolstered by healthy ADR gains of 8.6% for HomeTowne Studios and 10.4% for Red Roof Inns.
- Increased RevPAR
 - For the 12 months ending November 2021, the core Red Roof Inn and Red Roof PLUS+ brands posted a RevPAR index of 103.2%, 3.3% over 2019. Red Roof PLUS+ hotels lead the way with a 105.8% Index.
- Increased Revenue
 - Among the properties in the Red Roof System (all brands) for a minimum of 12 months, 71% outperformed revenues for 2019.

In addition to these milestones, the brand launched a new prototype for Red Roof's extended stay offering, HomeTowne Studios, and executed a significant increase in new franchise agreements.

George Limbert, Red Roof president, said, "Red Roof's 2021 strong results are a testament to the continued increased demand for our brand, and our agility and

responsiveness to the evolving needs and wants of our guests while driving value for all of our stakeholders.” He concluded, “In a year of unique challenges for the hotel industry, Red Roof leveraged its strengths, identified new markets, and capitalized on opportunities to outperform in key industry metrics significantly. Red Roof is well positioned for sustained profitable growth.”

Limbirt was confirmed as president of Red Roof in mid-2021. Among other innovations, he spearheaded the introduction of the new HomeTowne Studios by Red Roof prototype, reinforced key industry partnerships and launched a Look and Listen Tour for first hand feedback from Red Roof properties. He will visit hundreds of them by the end of 2022.

For more information on Red Roof or its brands, visit [redroof.com](https://www.redroof.com).

About Red Roof®

Red Roof is an award-winning leader in the lodging industry, recognized for creating the innovative Upscale Economy® segment serving millions of guests each year. Known for obsessively listening to consumers, Red Roof offers travelers a consistently high-quality experience at an affordable price. With coast-to-coast locations, Red Roof has over 670 properties and more than 60,000 rooms in the U.S. and has expanded internationally to Brazil and Japan. Whether business or leisure, short trips or extended stays, in the hearts of cities or on the road, Red Roof has a property for every traveler, delivering an enhanced experience at a value price. Red Roof is pet-friendly, as one well-behaved pet is welcome per room, nationwide, at no additional cost*. Ranging from economy to midscale, the Red Roof portfolio of brands includes: Red Roof Inn® and Red Roof PLUS+®, allowing guests to Sleep Easy. Spend Less.® with enhanced amenities at a value price; HomeTowne Studios by Red Roof®, offering guests A Brand New Way to Extended Stay®; and The Red Collection®, a hyper-local soft brand in the Hearts of Cities You Love™. To join the Red Roof industry-leading loyalty program, RediRewards®, or for reservations, visit [redroof.com](https://www.redroof.com), call 800.RED.ROOF, or download Red Roof’s free app that is available for both iOS and Android devices.

**Pet accommodations policy may vary at some HomeTowne Studios by Red Roof and The Red Collection locations. To verify a hotel's pet policy, please review hotel information online at [redroof.com](https://www.redroof.com) or by contacting the hotel directly.*

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